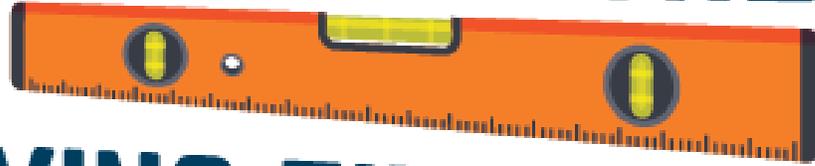
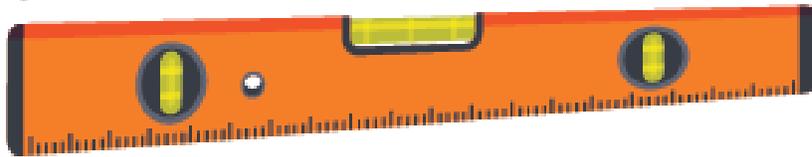


# LEVELING THE



# PLAYING FIELD



# Peer-to-Peer Fundraising Toolkit

# WELCOME

Greetings!

We're grateful for your unwavering support of Constructing Hope and are thrilled that you've decided to make an even bigger impact during our 3rd Annual Leveling the Playing Field Campaign by becoming a fundraiser on our behalf.

By deciding to become a fundraiser, you're taking your support to the next level: introducing us to your friends and family. That's a big deal!

To ensure you're equipped with all the right tools and tips we've created this Fundraising Toolkit.

Don't hesitate to reach out to me at [CourtneyJ@ConstructingHope.org](mailto:CourtneyJ@ConstructingHope.org) at any point during the campaign if you need assistance!

With gratitude,  
Courtney Jenkins  
Director of Development



# GETTING STARTED

## STEP ONE: SET UP YOUR FUNDRAISING PAGE

- Go to <https://courtneyj.givecloud.co/fundraisers/create>
- Enter your email address (if you already have created an account it will prompt for your password, you can reset if you don't remember it!)
- Under "Design Your Page"
  - Enter the Page Name (ex. Help Courtney Level the Playing Field)
  - Category - it should autoselect to "Leveling the Playing Field Campaign"
  - Select one of the pre-loaded photos of Constructing Hope pre-apprenticeship trainees OR add a photo of your own (click the Upload My Own button to add your own photo)
  - Video Link - add the YouTube link available at <https://www.constructinghope.org/p2pfundraising>
  - Deadline - July 1, 2022
  - Goal - Set a fundraising goal - we suggest \$1,500 or \$150 in honor of our 15th Anniversary!
  - Share why YOU are a supporter of Constructing Hope and why you think it's important to Level the Playing Field in the construction industry! Your story is the first thing people will see when visiting your fundraising page, so make it as impactful as possible.
- Click the Green Button "Create Page"
- A form will pop-up if you haven't already created an account:
  - Account Type - select Individual, unless you are wanting to set up on behalf of your company or organization (select organization if so)
  - Enter your First Name, Last Name, Zip Code
  - Create a password
  - Click the "I'm not a robot" reCAPTCHA and follow prompt
  - Click the Green Button "Finish"

**Pro Tip:** To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

# FUNDRAISING BEST PRACTICES

Fundraising leverages the power of your social network to meet fundraising goals and help move your favorite nonprofit closer to their mission.

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family and colleagues. Social media, email, text messaging and word of mouth are some of the best ways to get your request noticed.

## What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet - and potential even exceed - your fundraising goals.

Choose a few contacts that you know will respond well to a more intimate request: text messaging. Don't inflict the poison that is group texting on these people; take time to send individual (copied and pasted) texts to each one.

**Pro Tip:** Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

## How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end of goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective!

# SAMPLE CAMPAIGN MESSAGING

## ANNOUNCEMENT #1: CAMPAIGN

Send: Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your network know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help.

Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

## EMAIL:

Subject Line: Let's raise some dough together for a good cause

Hey, [Name]! I hope this finds you well. I've signed on to become a supporter of Constructing Hope and could really use your help. I'm committed to helping raise [\$Goal] to Level the Playing Field in the construction industry. Every donation, large or small, makes a difference and help Constructing Hope to rebuild the lives of those in our community who need it most.

Are you down to make a lasting impact? Please visit my fundraising page at [URL] and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site <https://courtneyj.givecloud.co/fundraisers/createof> your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

## TWITTER:

Hey friends, I've signed on to help @constructhope raise funds to help them Level the Playing Field in the construction industry. Help make a lasting impact by donating today: [shortlink] #levelingtheplayingfield

## FACEBOOK:

Hey friends, I've signed on to help @ConstructingHope raise funds to help them Level the Playing Field in the construction industry. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #levelingtheplayingfield

## TEXT:

[Name], I've signed on to help Constructing Hope raise [\$\$\$] for their Leveling the Playing Field Campaign. Please help by donating today: [shortlink]

# SAMPLE CAMPAIGN MESSAGING

## ANNOUNCEMENT #2: MIDWAY GOAL

Send: When you're halfway to meeting your fundraising goal.

The purpose of this announcement is to share that you're halfway to your fundraising goals and still need help to get to the finish line. Tone should be excited in nature and get your network to feel motivated to help you reach our goals.

## EMAIL:

Subject Line: Ohhhh, we're halfway there - [\$\$\$] more to go!

[Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Constructing Hope! Pretty awesome, right? All the money raised will help Level the Playing Field in the construction industry. Will you help me move the needle forward with a donation? Visit [Campaign Site Link] today.

If Constructing Hope's mission to rebuild the lives of returning citizens, people of color and low-income individuals is near and dear to your heart like it is mine, consider becoming a supporter and [starting your own fundraising page](#) to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause.

Thank you!

## TWITTER:

Ohhh, we're halfway there - only [\$\$\$] more to go to meet my fundraising goal to help @constructhope Level the Playing Field in the construction industry. Please help me move the needle forward by donating today: [shortlink] #levelingtheplayingfield

## FACEBOOK:

Ohhh, we're halfway there - only [\$\$\$] more to go to meet my fundraising goal to help @ConstructingHope Level the Playing Field in the construction industry. Help me get all the way there and share/donate today: [shortlink] #levelingtheplayingfield

## TEXT:

[Name], guess what? I'm halfway to meeting my fundraising goal for Constructing Hope! Please help by donating today: [shortlink]

# SAMPLE CAMPAIGN MESSAGING

## ANNOUNCEMENT #3: LAST PUSH

Send: One day before the fundraiser ends.

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.

### EMAIL:

Subject Line: I'm close to my goal - will you help me reach it?

Hi [Name]! Believe it or not, I've raised [Amount Raised] for Constructing Hope to help Level the Playing Field in the construction industry and I'm only [\$\$\$] away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link [Campaign Site Link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

Thank you!

### TWITTER:

I've already raised [\$\$\$] to help @constructhope reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink] #levelingthefield

### FACEBOOK:

I've already raised [\$\$\$] to help @ConstructingHope reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [shortlink]

#levelingthefield

### TEXT:

[Name] I've already raised [\$\$\$] to help Constructing Hope and my goal is almost reached. There's one day left and I need your help. Please donate now! [shortlink]

# SAMPLE CAMPAIGN MESSAGING

## ANNOUNCEMENT #4: GOAL REACHED OR CAMPAIGN END

Send: When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.

### EMAIL:

Subject Line: We did it!

[Name], with your help and support, I raised [\$\$\$] for Constructing Hope! I can't thank you enough. Constructing Hope will now be able to provide training and support to even more low-income individuals in our community—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like Constructing Hope reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

### TWITTER:

We did it! Thank you all who helped me reach my fundraising goal of [\$\$\$] for @ConstructHope. I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #levelingthefield

### FACEBOOK:

We did it! Thank you all who helped me reach my fundraising goal of [\$\$\$] for @ConstructingHope. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #levelingthefield

### TEXT:

[Name], thank you! I've reached my fundraising goal of [\$\$\$] for Constructing Hope. I'm thrilled we could make a difference together. Look what we did: [shortlink]

# SAMPLE CAMPAIGN MESSAGING

## ANNOUNCEMENT #5: THANK YOU LETTER

Send: One week after the campaign has ended.

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.

### LETTER:

Dear [Supporter Name],

We did it! Thanks to your support, I met my fundraising goal of [\$\$\$] for Constructing Hope. They're now one step closer to achieving their mission of rebuilding the lives of individuals in our community through skills training and education in the construction industry. How rad is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

# SAMPLE CAMPAIGN MESSAGING

## OTHER SAMPLE SOCIAL POSTS:

These sample messages can be posted at any point throughout the campaign to compliment those above. [Downloadable images: https://www.constructinghope.org/p2pfundraising](https://www.constructinghope.org/p2pfundraising)

## FACEBOOK

Will you help me Level the Playing Field in the Construction Industry by supporting @ConstructingHope? [shortlink] #LevelingthePlayingField [post with Image 1]

The construction industry is facing a shortage of skilled tradespeople. The need for programs like @ConstructingHope is more important than ever. They are helping to train the future workforce, while also building diversity in the industry. Will you join me in supporting this important work? [shortlink] #LevelingthePlayingField [post with Image 2]

I'm raising funds to help @ConstructingHope Level the Playing Field. Will you join me? Post your own picture holding a level and share my fundraising link to help spread the word: [shortlink] #LevelingthePlayingField [post with a photo of you holding a level!]

Did you know that @ConstructingHope's program provides a chance for low-income, recently returning citizens and people of color to play in the construction industry? Through the training, certifications, backing and support they provide, their graduates have a leg up when they enter the industry, setting them up for success. Join me in supporting this important work: [shortlink] [post with Image 3]

## INSTAGRAM

Will you help me Level the Playing Field in the Construction Industry by supporting @constructinghopepdx? Link in bio. #LevelingthePlayingField [post with Image 1]

I'm raising funds to help @constructinghopepdx Level the Playing Field. Will you help me spread the word by posting your own picture holding a level? [shortlink] #LevelingthePlayingField [post with a photo of you holding a level!]

## TWITTER

Will you help me Level the Playing Field in the Construction Industry by supporting @ConstructHope? [shortlink] #LevelingthePlayingField [post with Image 1]

I'm raising funds to help @ConstructHope Level the Playing Field. Will you join me? Share your own pic holding a level or donate today! [shortlink] #LevelingthePlayingField [post with a photo of you holding a level!]